Trainer-Briefing

"Applying the Easy Business Blended Learning Concept for Business Management Education for Social Enterprises"

Vienna, June 14th, 2013

Agenda

9:00   Session 1 – Introduction

- Welcome and Introduction

- Input: The EBC*L Certification system
    - Idea and development
    - Aims
    - How the EBC*L Certification System works

- Group work: How to teach Business Management (to managers in social enterprises)?
    - What are the difference to other target groups?
    - What challenges are connected with the topic of Business Management?

- Input: Easy Business – The Easy Route to Business Management
    - Idea and delevopment
    - Philosophy and learning psychology
    - Demonstration of the Easy Business learning software

10:30   Coffee Break

10:45   Session 2 – What Blended Learning?

- Group work: What is Blended Learning?
    - What is the difference to traditional learning and teaching methods?
    - What challenges do trainers face in praxis?

- Input: Blended Learning Use-cases

12:00   Lunch Break

13:00 Session 3 – Blended Learning for Trainers

- Input: Challenges for trainers
  - How to motivate learners
  - How to connect self study and classroom teaching

- Group work: How to prepare a kick-off event
- Input: Examples of kick-off events

- Input: Forms of tutoring (actively/passively);

- Input: Simulation of a classroom training session

15:30 Coffee Break

15:45 Session 4 – Course Marketing

- Group work: How to find people who are interested in Blended Learning courses?
- Input: Examples of EBC*L Blended Learning Courses in Austria and Germany

- Input: How the EBC*L exam fosters motivation and committment

- Group work: Collecting ideas to promote Blended Learning for EBC*L
  - How can we create interest?
  - What benefits can we offer?

17:00 Summary and Conclusions

17:30 End